

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: American Crossroads

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p style="text-align: center;"> <input type="checkbox"/> Yes           <span style="margin-left: 100px;"><input checked="" type="checkbox"/> No</span> </p>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12      Steph May      703-299-1760  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title



WFTS

# ORDER

Print Date 09/18/12

Page 1 of 2

Flight Dates 09/19/12-09/27/12

Contract / Revision 311389 /

Original Date / Revision  
09/18/12 09/18/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Product

11-American Crossroads 9.19-9.27.

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1017

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
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Marta Salazar-Perren	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
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CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	16	\$24,437.50	\$28,750.00	0.00	08/27/12	09/27/12	16	\$24,437.50	\$28,750.00
Totals	16	\$24,437.50	\$28,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
N 1	WFTS	09/19/12	09/27/12	M-F 6-7a ABC Action News	CM	558-7a	11111--	:30	5	\$850.00	P-3	0.00	NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	1-111--		4				\$850.00		0.00			
Week:		09/25/12	10/01/12	-111---		3				\$850.00		0.00			
N 2	WFTS	09/19/12	09/27/12		CM	658-9a	11111--	:30	5	\$900.00	P-3	0.00	NM	7	\$6,300.00



### Hiatus Dates

Order Sep 00:20:00

<b>Advertiser</b>	<b>American Crossroads</b>	<b>Product</b>	<b>11-American Crossroads 9.1</b>	<b>Estimate #</b>	<b>1017</b>
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9a GMA											
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/12	09/24/12	1-111--		4			\$900.00			0.00			
Week:		09/25/12	10/01/12	-111---		3			\$900.00			0.00			
N 3	WFTS	09/24/12	09/24/12	Monday Prime A	CM	758-9p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				The Middle											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/12	09/24/12	M-----		1			\$4,500.00			0.00			
N 4	WFTS	09/23/12	09/23/12	Primetime Emmy Award	SM	8-11p	-----S	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
				Primetime Emmy Awards		(8:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S		1			\$12,000.00			0.00			
Totals														16	\$28,750.00